

DAFTAR PUSTAKA

- Apple. (2021a). *iPhone*. Apple.com. <https://www.apple.com/id/iphone/>
- Apple. (2021b). *Logo Perusahaan Apple*. Apple.com. <https://www.apple.com/id/>
- Belch, G. E., Belch, M. A., Kerr, G., Powell, I., & Waller, D. (2020). *Advertising: An Integrated Marketing Communication Perspective 4e* (A. Moore (ed.); 4 ed.). McGraw-Hill Education (Australia) Pty Ltd.
- Cahaya, I. (2018, Desember 19). *Disebut Terlalu Mahal, iPhone Dilaporkan Kurang Laku di Negara Berkembang*. merdeka.com. <https://www.merdeka.com/teknologi/disebut-terlalu-mahal-iphone-dilaporkan-kurang-laku-di-negara-berkembang.html>
- Daeng, I. T. M., Mewengkang, N. ., & Kalesaran, E. R. (2017). Penggunaan Smartphone Dalam Menunjang Aktivitas Perkuliahan Oleh Mahasiswa Fispol Unsrat Manado. *Acta Diurna*, 6(1), 1–15. <https://ejournal.unsrat.ac.id/index.php/actadiurnakomunikasi/article/view/15482>
- Dirga. (2019, April). *11 Alasan iPhone Tidak Cocok Digunakan di Indonesia*. Dirga ID. <https://www.dirga.id/2019/04/iphone-tidak-cocok-di-indonesia.html>
- Evitasari. (2021). *Sejarah Apple Inc serta Sejarah Logo dan Nama Pada Apple Inc Lengkap*. <https://guruakuntansi.co.id/sejarah-apple-inc/>
- Foroudi, P., Jin, Z., Gupta, S., Foroudi, M. M., & Kitchen, P. J. (2018). Perceptual components of brand equity: Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention. *Journal of Business Research*, 89(January), 462–474. <https://doi.org/10.1016/j.jbusres.2018.01.031>
- Haris, N. S., & Mustaffa, A. H. (2020). Factors Affecting Consumer Buying Decision towards Choosing a Smartphone among Young Adults. *International Journal of Accounting & Business Management*, 8(1), 51–63. <https://doi.org/10.24924/ijabm/2020.04/v8.iss1/51.63>
- Hery. (2018). *Pengantar Manajemen* (1 ed.). PT Grasindo. <https://play.google.com/books/reader?id=zGZwDwAAQBAJ&pg=GBS.PP4>
- Ibrahim, I. I., Subari, K. A., Kassim, K. M., & Mohamood, S. K. B. (2013). Antecedent Stirring Purchase Intention of Smartphone among Adolescents in Perlis. *International Journal of Academic Research in Business and Social Sciences*, 3(12), 84–97. <https://doi.org/10.6007/ijarbss/v3-i12/415>
- Juliandi, A., Irfan, & Manurung, S. (2014). *Metodologi Penelitian Bisnis: Konsep dan Aplikasi* (F. Zulkarnain (ed.); 1 ed.). UMSU PRESS.

<https://play.google.com/books/reader?id=0X-rBAAAQBAJ&pg=GBS.PR3>

- Kerner, S. M. (2021). *What is an iPhone?* SearchMobileComputing. <https://searchmobilecomputing.techtarget.com/definition/iPhone>
- Kian, T. P., Boon, G. H., Fong, S. W. L., & Ai, Y. J. (2017). Factors That Influence the Consumer Purchase Intention in Social Media Websites. *International Journal of Supply Chain Management*, 6(4), 208–214.
- Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust? *Electronic Commerce Research and Applications*, 11(3), 241–252. <https://doi.org/10.1016/j.elerap.2011.06.003>
- Kotler, P., Armstrong, G., & Oprensik, M. O. (2018). *Principles of Marketing* (17 ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management: Global Edition* (15th ed.). Pearson Education.
- Krisnandi, H., Efendi, S., & Sugiono, E. (2019). *PENGANTAR MANAJEMEN: Panduan Menguasai Ilmu Manajemen* (Melati (ed.)). LPU-UNAS.
- Krisno, D., & Samuel, H. (2013). Pengaruh perceived quality, perceived sacrifice dan perceived value terhadap customer satisfaction di informa innovative furnishing pakuwon city surabaya daniel. *Jurnal Manajemen Pemasaran PETRA*, 1(1), 1–12. <https://media.neliti.com/media/publications/140497-ID-none.pdf>
- Kurnia, T. (2019, Januari 4). *iPhone Tak Laku Akibat Perang Dagang atau Harga Kemahalan?* *Liputan 6*. <https://www.liputan6.com/bisnis/read/3862868/iphone-tak-laku-akibat-perang-dagang-atau-harga-kemahalan>
- Lin, S. Y. (2013). The Influence of Relational Selling Behavior on Relationship Quality: The Moderating Effect of Perceived Price and Customers' Relationship Proneness. *Journal of Relationship Marketing*, 12(3), 204–222. <https://doi.org/10.1080/15332667.2013.816931>
- Liu, M. T., Wong, I. A., Tseng, T. H., Chang, A. W. Y., & Phau, I. (2017). Applying consumer-based brand equity in luxury hotel branding. *Journal of Business Research*, 81, 192–202. <https://doi.org/10.1016/j.jbusres.2017.06.014>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Nisar, T. M., Hajli, N., Prabhakar, G., & Dwivedi, Y. (2020). Sharing economy and

the lodging websites: Antecedents and mediators of accommodation purchase intentions. *Information Technology and People*, 33(3), 873–896.
<https://doi.org/10.1108/ITP-06-2018-0297>

Noor, J. (2017). *Metodologi Penelitian: Skripsi, Tesis, Disertasi, dan Karya Ilmiah*. KENCANA. <https://play.google.com/books/reader?id=VnA-DwAAQBAJ&pg=GBS.PR4>

Nugroho, D. A. (2017). *PENGANTAR MANAJEMEN untuk ORGANISASI BISNIS PUBLIK, DAN NIRLABA* (1 ed.). UB Press.
<https://play.google.com/books/reader?id=V8hTDwAAQBAJ&pg=GBS.PR4>

Nurdiansyah, H., & Rahman, R. S. (2019). *PENGANTAR MANAJEMEN* (1 ed.). Diandra Kreatif.
<https://play.google.com/books/reader?id=ZjqnDwAAQBAJ&pg=GBS.PR3>

Permana, G. P. L., & Parasari, A. A. A. I. (2019). Pengaruh Hedonic Motivation, Social Influence, Dan Perceived Enjoyment Terhadap Penggunaan Marketplace Pada Umkm Di Bali: Studi Kasus Pada Hipmi Provinsi Bali. *Jurnal Ilmiah Manajemen dan Bisnis*, 4(1), 90.
<https://doi.org/10.38043/jimb.v4i1.2154>

Porral, C. C., & Mangin, J. P. L. (2017). Store brands' purchase intention: Examining the role of perceived quality. *European Research on Management and Business Economics*, 23(2), 90–95.
<https://doi.org/10.1016/j.iedeen.2016.10.001>

Purnama, Y. (2021). *9 Hal Beda iPhone dan Android yang Wajib Diketahui*. Kabar Siger. <https://kabarsiger.com/read/9-hal-beda-i-phone-dan-android-yang-wajib-diketahui>

Reuters. (2021). *AAPL.O - Apple Inc Profile | Reuters*.
<https://www.reuters.com/companies/AAPL.O>

Riyanto, G. P. (2021). *Setengah dari Penduduk Dunia Kini Punya Smartphone*. Kompas.com.
<https://tekno.kompas.com/read/2021/06/29/11040097/setengah-dari-penduduk-dunia-kini-punya-smartphone?page=all>

Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif: Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen* (1 ed.). Deepublish.
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/166053/slug/metode-riset-penelitian-kuantitatif-penelitian-di-bidang-manajemen-teknik-pendidikan-dan-eksperimen.html>

Rohman, A. (2017). *DASAR-DASAR MANAJEMEN* (1 ed.). Inteligencia Media.

- Rusmanto. (2017). *Pengantar Digital Marketing: Manajemen Pemasaran Berbasis TI*. Rusmanto Self-publishing. <https://play.google.com/books/reader?id=Y6FqDwAAQBAJ&pg=GBS.PP2>
- Ryu, K., & Han, H. (2010). Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price. *Journal of Hospitality and Tourism Research*, 34(3), 310–329. <https://doi.org/10.1177/1096348009350624>
- Saefullah. (2020). *Pengaruh Kemajuan Teknologi Komunikasi dan Informasi Terhadap Karakter Anak*. BDK Jakarta Kementerian Agama RI. <https://bdkjakarta.kemenag.go.id/berita/pengaruh-kemajuan-teknologi-komunikasi-dan-informasi-terhadap-karakter-anak>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-building Approach* (7 ed.). John Wiley & Sons Ltd.
- Seran, S. (2020). *Metodologi Penelitian: Ekonomi dan Sosial*. Deepublish Publisher. <https://play.google.com/books/reader?id=KB3sDwAAQBAJ&pg=GBS.PR4>
- Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2018). *Marketing: Real People, Real Choices* (9th ed.). Pearson Education.
- Stylidis, K., Wickman, C., & Söderberg, R. (2020). Perceived quality of products: a framework and attributes ranking method. *Journal of Engineering Design*, 31(1), 37–67. <https://doi.org/10.1080/09544828.2019.1669769>
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D* (19 ed.). Penerbit Alfabeta.
- Vanvand. (2021, Januari 13). *5 Alasan Mengapa Kamu Harus Pakai iPhone*. Okeguys. <https://www.okeguys.com/intermezzo/5-alasan-mengapa-kamu-harus-pakai-iphone>
- Veronica, & Rodhiah. (2021). Pengaruh Privacy, Social Influence Terhadap Online Purchase Intention: Trust Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 5(2), 235–246. <https://doi.org/10.24912/jmieb.v5i2.9657>
- Wolff, H. N. (2021a, Agustus 10). *Market Share of Mobile Vendors in Indonesia 2021*. Statista. <https://www.statista.com/statistics/937100/indonesia-market-share-of-leading-mobile-brands/>
- Wolff, H. N. (2021b, Agustus 16). *Smartphone users in Indonesia 2017-2026*. Statista. <https://www.statista.com/statistics/266729/smartphone-users-in-indonesia/>

Zahid, W., & Dastane, O. (2016). Factors affecting purchase intention of South East Asian (SEA) young adults. *ASEAN Marketing Journal*, 8(1), 66–84. <https://doi.org/10.21002/amj.v8i1.5486>

Zaid. (2021). *Ekuitas Merek dan Advokasi Pelanggan Melalui Strategi Gamifikasi dan Kualitas Pelayanan* (S. Anam (ed.); 1 ed.). Academia Publication. https://play.google.com/store/books/details/Zaid_Zaid_Ekuitas_Merek_dan_Advokasi_Pelanggan_Mel?id=J9Q-EAAAQBAJ

Zhong, Y., & Moon, H. C. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *MDPI*, 9(4), 460. <https://doi.org/10.3390/foods9040460>